



## INTRODUCTION

### THE COVE: AN INNOVATION ECOSYSTEM FOR THE TWENTY-FIRST CENTURY

The Cove Jersey City is a breakthrough lifestyle community for the twenty-first century driven by science. A global hub for academic and commercial life science, tech, and medical entities, it offers an unrivaled environment for fostering discovery while also building a dynamic local ecosystem founded on progressive, inclusive principles. As the flagship destination for the sciences in New Jersey and the greater New York metropolitan area, The Cove drives economic growth and provides a sustainable, socially equitable, and healthy community for all.

Spreading across some 13 acres, the mixed-use, live-work-play campus features flexible, state-of-the-art workspaces alongside residences, dynamic amenities, ample green spaces, and expansive parkland on the Hudson River. It also includes retail, restaurants, and bars, along with easy access to mass transit, rail, ferries, and international airports. It comprises more than 1.4 million square feet of laboratory, technology, and commercial spaces; 1.6 million square feet of residences; and parking.

The Cove will be among the first regenerative, state-of-the-art carbon-neutral neighborhoods designed to leverage reclamation, renewal, and resiliency. All buildings are designed to meet the WELL Building Standard, far exceed the minimum LEED Silver rating required by Jersey City, and target WiredScore certification.

The time is right. Over the last year, scientific institutions and non-scientists alike recognize that bioscience is central to solving such major challenges as climate change and public health. The Cove creates a single, interconnected network to advance scientific research and build a robust and healthy society. In addition, it creates a strong brand experience and community identity that aids in attracting tenants, recruiting employees, and appealing to residents.

#### **Redefining the Innovation District**

The Cove is the first innovation district in Jersey City. Innovation districts or centers, as defined by the Brookings Institute, or communities of innovation, as they are known by the Association of University Research Parks, are physical districts that catalyze the transformation of scientific research into commercial products and patents. Historically, innovation districts have emerged in areas where scientific activity



generated by colleges and universities, medical institutions, and/or pharmaceutical companies combine with urban assets—walkable streets, restaurants, creative convergence spaces—to create concentrated sites for research that are readily accessible by mass transit.

Given the changes of the last decade or even the last year, The Cove demonstrates the opportunity—if not the obligation—to redefine the innovation districts for the twenty-first century. Going one step beyond traditional innovation districts, The Cove advances scientific research while also supporting healthy, prosperous, and holistic ways of working and living. It is an ambitiously regenerative community that uses renewal and restoration to stimulate economic growth through scientific inquiry and improve public health and wellness through social and environmental sustainability.

### **Building the Future**

While innovation districts typically privilege scientific research above all else, The Cove is anchored by six transformational pillars that are driving next generation of innovation communities. These are:

- **Economic growth**: The Cove creates construction, biotech, healthcare, and tech jobs and connects academic institutions and local educational and workforce development programs to training hubs in the pharmaceutical, medical, technology, and manufacturing sectors.
- **Environmental sustainability**: The Cove prioritizes sustainability and the natural ecology by lowering energy consumption, managing storm water, improving air quality, and supporting biodiversity.
- **Health and wellness**: Certified by top rating systems for sustainability and wellness, The Cove is a family-friendly community that will include amenities such as entertainment, day care, and social activities.
- **Social equity**: Built for social equity in one of the most socioeconomically, ethnically, linguistically diverse cities in the region, The Cove is an affordable community that is closely connected to New York City and forges partnerships with regional school systems and colleges, among other local institutions.
- **Design for innovation**: The Cove connects people through technology, services, and shared spaces in order to build relationships that choreograph scientific discoveries and provide ample opportunities for collaborative interactions.
- **Governance**: The Cove enjoys public support from the State of New Jersey, Jersey City and multiple public agencies, academic institutions, and nonprofit organizations. It includes programming and events for The Cove community, as well as local and regional residents.



## **Location Matters**

In the last two decades, scientific institutions have migrated from remote and suburban locations to firmly establish their presence in urban centers. More and more, cutting-edge companies and institutions seek out opportunities to cluster in locations where they can be side-by-side with start-ups, business incubators, and accelerators. They also seek out sites with access to transit, abundant housing options, quality commercial space, ample amenities, and retail.

In this context, as the market for scientific research changes, Jersey City is primed to be the next global community. It is uniquely situated as a gateway between the greater New Jersey and New York regions with the desirable lifestyle options, urban culture, and plentiful amenities that attract scientific institutions, innovative companies, and employees. Additionally, it is part of a greater metropolitan region that has the largest concentration of academic medical centers in the country, in addition to abundant research companies, academic institutions, health systems, and international pharmaceutical firms. The area is home to the largest number of STEM workers—553,263 in New Jersey alone—in the world. Finally, half of the research students in the country graduate from colleges and universities in New Jersey and New York, and almost half of those graduates settle in the region.

## **A Regional Economic Engine**

The Cove demonstrates how private industry, educational institutions, local government agencies, and scientific/community organizations can work together to catalyze community building and economic development, working alongside renowned healthcare and cultural resources to encourage economic growth. The consortium of groups with an interest in The Cove include state and regional agencies, such as the State of New Jersey Governor's Office, the New Jersey Economic Development Authority, Jersey City Mayor's Office, BIONJ, Choose New Jersey, NYC EDC, NYC Planning and NYC Builds BIO+; academic institutions, including Princeton University, Rutgers University, New Jersey Institute of Technology, and Hudson County Community College; medical institutions such as Jersey City Medical Center/RWJ Barnabas Health; and cultural institutions, including Liberty Science Center. Together, these partnerships—and the burgeoning local pharmaceutical, technology, and manufacturing industries—facilitate a pipeline for job creation that strengthens the local economy.



## **Curating a 21<sup>st</sup>-Century Innovation Community**

The Cove sets the standard for scientific research and a new generation of innovation centers by integrating scientific research with an infrastructure of community for the 21<sup>st</sup>-century with the following characteristics.

### **A Restorative Landscape**

Located on a fully remediated brownfield, The Cove aims to be zero carbon neutral, with a 40% energy cost reduction goal. From its reclaimed waterfront and restored wetlands to its high-efficiency, high performance buildings with bird-friendly facades, The Cove reduces energy usage. The campus' circular green infrastructure uses landscape to mitigate storm water run-off and heat stress, while deploying cutting-edge technologies and materials: co-gen heating and cooling systems, low embodied carbon construction, renewable geothermal and solar power, aquathermy, and ecoconcrete. The transit-accessible site is threaded with bike lanes, public parks, and an "eco-education loop."

### **A Healthy Life**

The Cove targets WELL, LEED Silver, and WiredScore as baseline performance certifications. It features outdoor gathering places, access to daylight and views, superior indoor air quality, green roofs and terraces, and family-friendly live/work/play environments throughout the buildings and the community. "Smart City" technologies improve users' health, comfort, and quality of life by enhancing mobility, flexibility, and connectivity; easing building management and operation; and facilitating wayfinding.

### **A Place for Everyone**

The Cove provides affordable housing and access to community resources to attract diverse user groups as well as residents from outside the region and surrounding communities. From hosting public programming that is structured around diversity, equity, and inclusion to partnering with local educational institutions and job training programs, The Cove is a responsible force for social change.

### **A Catalyst for Innovation**

The pursuit of science and art uncover new ways of looking at the world, which is the essence of innovation. The Cove's design choreographs the intersection of these two pursuits by offering spaces for "creative collisions" and "collaborative innovation." It also accommodates outdoor programming and entertainment that stimulate beyond-the-box thinking. Environmental, visual, and performing artworks installed and staged throughout the campus spark the creative aspect of scientific study and trigger dialogue that leads to research discoveries and social transformations.



By blurring the lines between live-work-play through a reexamined approach to mixed-use development, creating walkable neighborhoods, and curating amenities and services to support a 24/7 lifestyle, The Cove sets the standard for new kinds of active urban centers designed to reinvigorate notions of living, working, and playing. The Cove uses a collective approach where developers, cities and states, established institutions, private companies, and the local community join forces to achieve common goals, resulting in economic growth, improved public health, environmental protection, social equity, and scientific breakthroughs for everyone.

